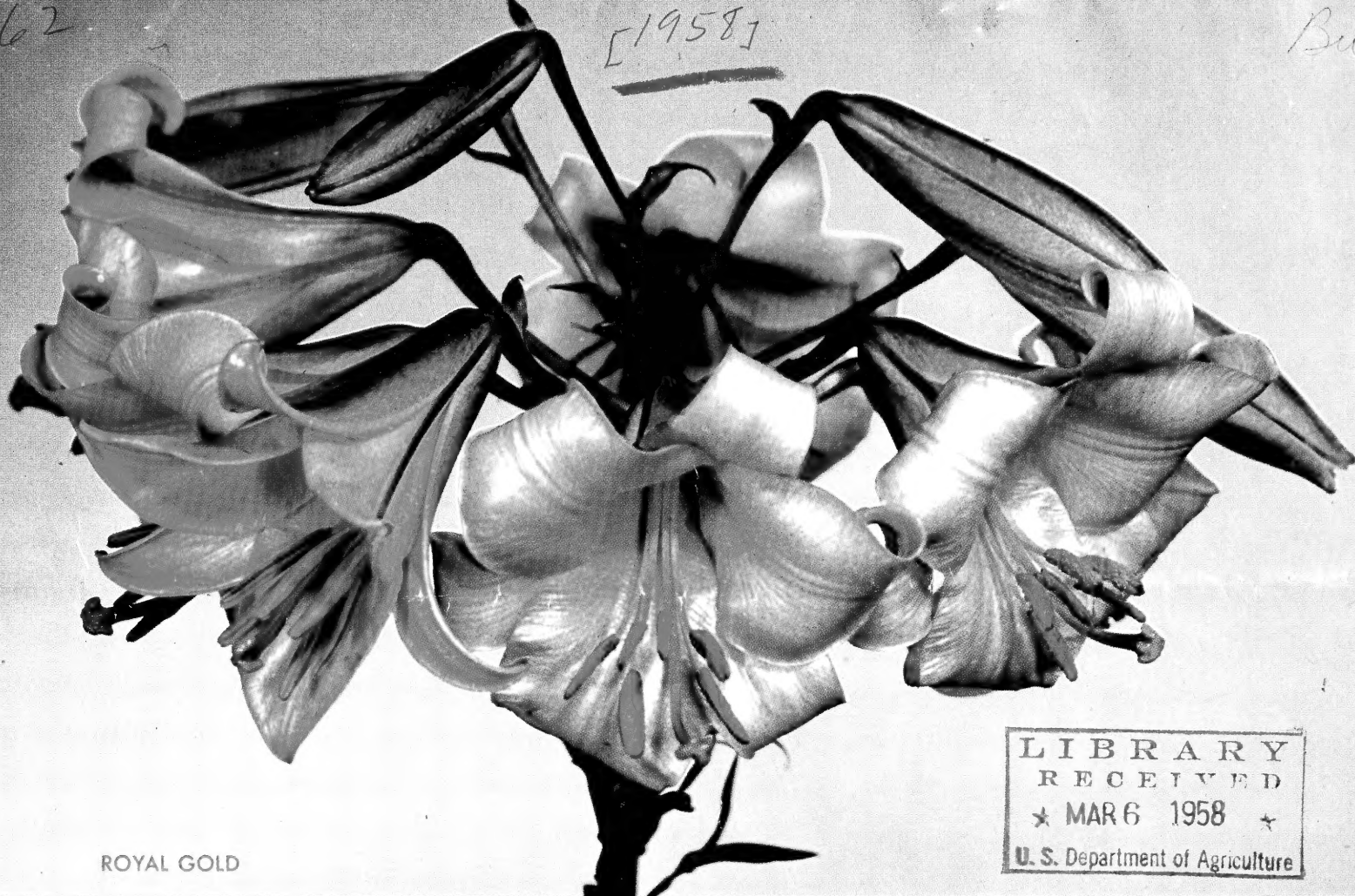


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ROYAL GOLD

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*America's Latest
 Garden Hobby!*

WORLD



FAMOUS

Jan de Graaff
hardy LILY hybrids

62

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LILY VALLEY

1 MILE N. E. OF BLACK EARTH, ILL.

Retail - Hardy Bulbs Display - Garden

BUSINESS ADDRESS

3526 HEATHER CREST

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aurelian hybrids collection A

Aurelian Lilies—A chance Lily seedling, grown in the year 1900 in the Royal Botanic Gardens at Kew, England, proved that the tall, hardy Chinese *Lilium henryi* could be crossed with the fine trumpet Lilies brought from China at the turn of the century. A similar hybrid was raised in France some twenty-five years later. With these examples to guide us, we repeated these crosses on a large scale. The resulting hybrids are of great vigor and beauty.

This collection includes Golden Clarion, the finest golden yellow trumpet Lily strain ever raised; the Pink Perfection strain will stand out in any garden, and the lovely Green Mountain strain, soft green and jade, often with a maroon stripe on the reverse of the petal. All three strains will grow from five to seven feet tall; they are hardy, increase rapidly and vigorously. They flower towards the end of July. Plant in light shade. Large, seven-inch circumference bulbs.

COLLECTION A—One Golden Clarion Strain
One Green Mountain Strain
One Pink Perfection Strain

Three bulbs, one of each strain \$ 7.50
Nine bulbs, three of each 21.00

GOLDEN CLARION STRAIN



Lilies of the future!



AURELIAN HYBRIDS



PINK PERFECTION STRAIN



GREEN MOUNTAIN STRAIN

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aurelian hybrids



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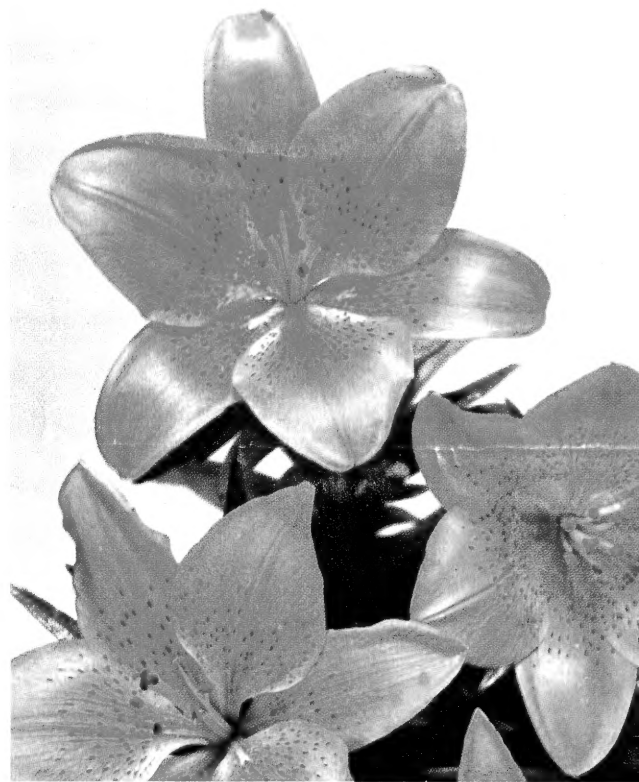
Jan de Graaff

long season hybrids

collection D

An unusual offer—three distinctly new Lily strains, one to flower in May, one for June and one for July. The lovely Golden Chalice strain is the result of hybridizing and selecting strains of Candlestick Lilies. They are hardy, dependable and multiply rapidly. May flowering. The Fiesta Hybrids resulted from the crossing of two distinct species, *L. amabile* and *L. davidi*, both from China. From these ancestors they inherit brilliant coloring, great hardiness and true hybrid vigor. The Sunburst strain, too, comes from species that thrive in the rugged mountains of central China. These plants are a magnificent addition to the July garden; their tall stems and lovely, huge, star-shaped flowers are best seen among summer-flowering perennials and against a background of tall shrubs. Here, in one collection, we are offering three new Lilies that will be of lasting value. Sunburst, large six inch bulbs. Fiesta and Golden Chalice, five inch bulbs.

SUNBURST STRAIN



GOLDEN CHALICE STRAIN



FIESTA STRAIN

Six Golden Chalice strain

Six Fiesta strain

Six Sunburst strain—all eighteen bulbs for . . . **\$13.50**

A double collection, for the larger garden or to share with your friends, thirty-six bulbs, for only . . . **\$25.00**



collection B

Olympic Hybrids—A major project of our breeding program for years, we are especially proud to offer this modern strain of trumpet Lilies to gardening America. Field tests have definitely proven them to be the finest strain of hardy trumpet Lilies available.

Their breeding history includes such varieties and species as *L. leucanthum*, var *centifolium*, *Sargentiae*, *Brownii* and *L. myriophyllum* var. *superbum*. Careful selection of the finest and choicest plants from these crosses has resulted in the present Olympic strain which is characterized by its extreme vigor and size, form, coloring and good placement of flowers. There is a pleasing variation among the individual plants of the strain and all types, from the stylized typical trumpet-shaped flowers to the more unusual forms such as the widely-opened, bowl-shaped flowers with slightly-twisted and ruffled petals. The color range of all the parent plants is present in the Olympic Hybrids in addition to new combinations and types which include creamy trumpets, soft fuchsia-pink and the

WORLD  FAMOUS

Jan de Graaff

olympic hybrids

popular cool, icy-green. The exteriors of the petals are delicately shaded with light greenish-brown or soft wine tints and in some instances are a pure, glistening white. July flowering, they bloom later than *L. regale* and their period of flowering extends from three weeks to a month. They do equally well in full sun or partial shade.

WE OFFER Six JUMBO bulbs, eight inches in circumference **\$ 6.00**

Twelve JUMBO bulbs, eight inches in circumference . . . **11.00**

order now—These glorious Lilies were grown for you in Oregon, on the slopes of lovely Mount Hood. On them every care and attention has been lavished so that they will thrive for you in your own garden and will bloom next year and for years to come in all their glory. The bulbs will be shipped as living plants, with their full root-system intact, carefully packed with damp peatmoss in polyethylene bags—each variety and lot labeled as to name and type. We are doing everything to get these plump and live bulbs to you with the minimum of delay. PLEASE cooperate and order early.

order now—All Lilies will be shipped when ready, beginning October first and earliest shipments will go to those who *must* have early delivery. Otherwise all orders will be filled strictly in rotation, as received.

the New Book of LILIES

by Jan de Graaff—Superbly illustrated in natural colors, this book sums up some twenty years' experience with lilies, their commercial production, their history and their uses in the garden. An authentic and delightful book on this loveliest of all flowers. Where they come from, companion plants, basic culture, pests and diseases and what to do about them, how to grow lilies, reference charts, blooming dates, etc. etc. Order direct from us.

Per copy **\$3.50** postpaid.

guarantee—We guarantee all Lilies to be true to name, top quality, free from pests and diseases and to reach you in a live and healthy condition. If for any reason you are not completely satisfied, please notify us promptly.

WORLD FAMOUS

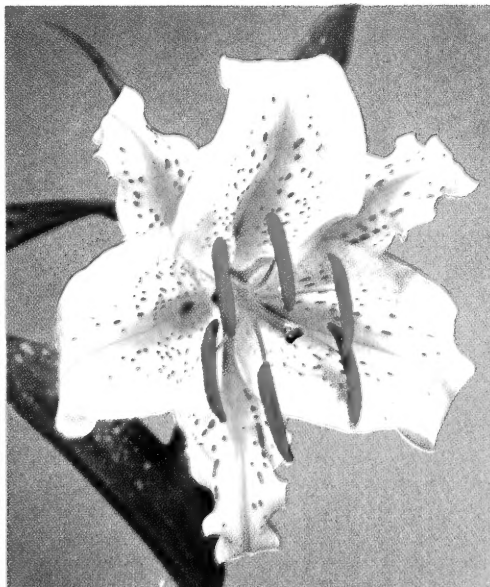
Jan de Graaff
oriental lilies

collection C

Oriental Collection—From the slopes of volcanic mountains, growing in porous ash and in a soil that is never rich, come two exotic Lilies—the Gold Band and the brilliantly colored *L. speciosum rubrum*. From among them we have selected two improved types, the broad-leaved Gold Band Lily—*L. auratum platyphyllum* and the lovely Red Champion strain of *L. speciosum*. A hybrid between these two species has been recently raised in Australia—the magnificent “Jillian Wallace”, with giant eight-inch flowers of a color even more intense than the illustration indicates.



JILLIAN WALLACE



Plant as soon as the bulbs are received, mulch with well-decayed leafmold and water when dry. We have grown these Lilies in full sun and have had good results too in semi-shade.

WE OFFER Three JUMBO bulbs of *L. auratum platyphyllum*, eight inches or larger.

Three JUMBO bulbs of *L. speciosum* Red Champion strain, eight inches or larger

One large bulb of “Jillian Wallace”

All seven bulbs for **\$13.50**

A double collection, fourteen bulbs . . . **25.00**

left: *L. SPECIOSUM* RED CHAMPION
right: *L. AURATUM* PLATYPHYLLUM



TANGELO

mid-century hybrids collection E

The story of our Mid-Century Hybrids—so named for the year of their commercial introduction—is a relatively simple one. Crossing a group of upright-flowering Lilies of the *L. hollandicum* type, then named *L. umbellatum*, *L. elegans*, etc., with pollen taken from *L. tigrinum* (Tiger Lily), we obtained hundreds of fine, true hybrids. Some of these new seedlings resembled the Tiger Lily parents, others were upright-flowering and a smaller group had large, outward-facing flowers. Of each type we named several distinct color variants and built up substantial stocks. Now, after years of observation, we have reduced the number to just a few varieties—

MID-CENTURY MIXED HYBRIDS



ENCHANTMENT

VALENCIA



WORLD



FAMOUS

Jan de Graaff

mid-century hybrids

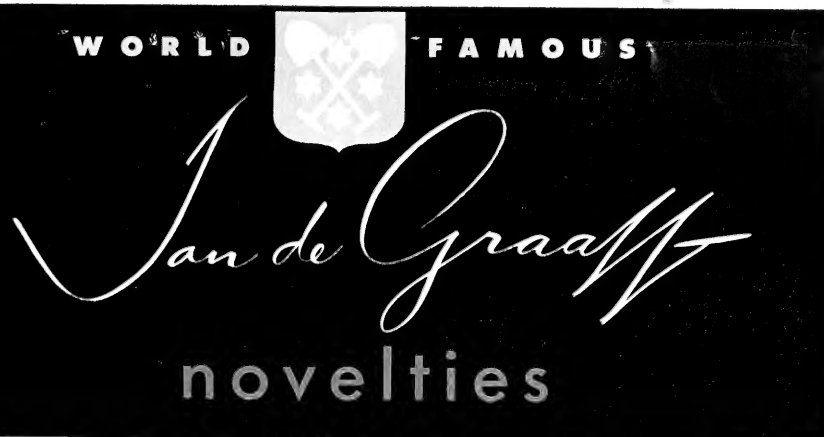
heart's desire

A few of the Aurelian Hybrids raised by us, have the true intermediate bowlshape—largest size flowers imaginable, borne on strong, tall stems, in colors that range from off-white to soft yellow and jade. Center of the flower often shows an orange heart with stripes radiating towards the tips of the petals. These exciting hybrids are among the very finest raised and we recommend them.

Seven inch bulbs each **\$1.75**; three for **\$5.00**



HEART'S DESIRE STRAIN



prosperity

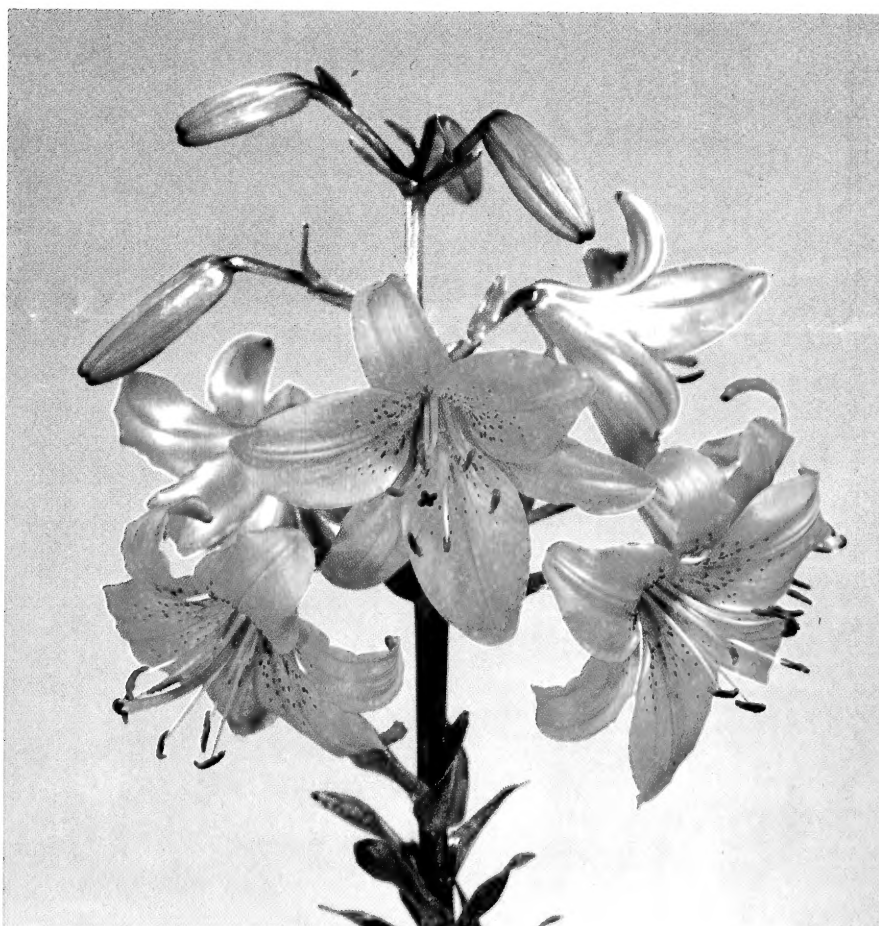
An entirely new color in the outward-facing Mid-Century type Lilies. A cool lemon-yellow shade, with huge flowers on a tall stem, this Lily has true hybrid vigor and is very prolific. The plants will divide to form large clumps in the garden, a fine novelty to set off against delphinium or other perennials.

Five-inch bulbs each **\$1.50**; three for **\$4.25**

royal gold

A golden-yellow, true-breeding mutation of the Regal Lily. This beautiful new variety is identical with the best *L. regale* except for its true golden coloring. The flowers have a most attractive, shiny, glistening surface, which adds to its beauty.

A sensational novelty now offered at a price you can afford—**\$3.00** each, **\$8.50** for three, selected six-inch or larger bulbs.



PROSPERITY



DESTINY

the very best from among the hundreds of colors and types available in this hybrid strain. Croesus is an upright-flowering type with large, broad-petaled flowers of a rich golden yellow. We know that any gardener will be happy with this lovely, well-shaped flower and strong-growing plant. Destiny, illustrated, is a true lemon-yellow—a startling new color that was the sensation of the year. Enchantment (U.S. Plant Patent No. 862) and Valencia are already well-known to many gardeners. The Mid-Century Hybrids, unnamed, represent the many types and colors that were too close to already named varieties to be selected individually. Increasing rapidly, growing vigorously, these mixed hybrids are a good source for cut-flowers. Their blazing colors will delight you. All bulbs five inches or larger.

Eighteen bulbs—three each of Croesus, Destiny, Enchantment and Valencia; plus six New Hybrids Mixed Colors and Types. **\$12.00**

Thirty-six bulbs—six of each named variety plus twelve Mixed for. **\$23.00**

cultural instructions

Soils and Location: Lilies must have perfect drainage such as a gentle slope can provide. Air drainage too is important, for a good breeze can keep many garden pests and diseases away. If your site is level and the soil heavy, then prepare raised beds for the bulbs. Take care not to damage the roots in planting.

Sun or Shade: Lilies need sunlight, at least until 2 p.m. Filtered sunlight or semi-shade may bring out the more delicate colors, but they tend to make weak stems and soft flowers. Do not plant near house walls, walks or drives that reflect sunlight or heat.

Depth of Planting: *L. candidum* should be planted with not more than one inch of settled soil over the top of the bulbs. All others need not more than four inches of soil over them.

Mulch and Groundcover: Lilies are gross feeders and root deeply. They need a porous, well-aerated soil, rich in humus and well-balanced plant food. They like a good mulch of well-rotted cow manure, rich compost or decaying leafmold, and this can be applied several times during the growing season. The mulch keeps the soil cool, discourages weed growth and eliminates the need for surface cultivation which might hurt the stem roots. Shallow-rooted ground cover keeps the ground shaded and is beneficial. Do not expect your lilies to compete with strong-growing perennials or shrubs.

Cutting Flowers: Like all plants, lilies need their stems and foliage to build for next year's

growth. Cutting the *flowers only*, preventing them from setting seed, is beneficial. Cutting the foliage is harmful in direct proportion to the amount taken. Cutting stems with foliage year after year will definitely kill the plant.

Fertilizers: Natural fertilizers, such as well-rotted cow manure, are ideal. A handful of balanced fertilizer scattered over every few feet, a pound of wood ashes per every twenty square feet, and such applications repeated two or three times during the growing season, will help to keep the lilies strong and healthy. If your soil and water are alkaline, then two or three times during the growing season scatter a pinch or two of agricultural sulphur over the surface and water it in. Peat moss, being slightly acid, is good for lilies. It provides an ideal medium for the stem roots when used as a mulch.

On Arrival: Lily bulbs are never completely dormant. They must be received as soon as possible after digging, hence orders should be placed as early as possible. If slightly limp after their long trip, place them in wet peat moss for a few days. They will soon freshen up and should then be planted immediately. Never plant new bulbs where other lilies have failed to grow and never plant in heavy, soggy soil. They cannot be treated like tulip or daffodil bulbs which can be dried out and go completely dormant. *Drainage is paramount.*

Pot Culture: The soil mixture must be loose and porous. Two parts sandy loam, one of leafmold, and one of sand is good. An inch of gravel should be placed in the bottom for drainage. Fill the pot half full of soil mix, add a handful of sand, set the bulb on the sand, then sur-

round with more sand. The pot is then filled with soil mix, watered, labeled, staked and placed in a cool place until spring.

Spraying: Control aphids and fungus diseases with the same sprays used for roses.

Forcing: The quality of the flowers and plants is much improved by cold storage of the bulbs and the flower yield is greatest following storage for six weeks at a temperature between 32 and 40 degrees Fahrenheit. Experiments have shown that our Mid-Century Lilies when forced without cold storage flowered by the end of March, those cold stored for six weeks flowered by the middle of February. The average elapsed time between planting of bulbs taken from cold storage and flowering was 60 days. A night temperature of 55 to 60 degrees is recommended, with ample water as the buds begin to show.

FUNGUS CONTROL IN LILIES:

1. Prevention is much easier than curing.
2. Sprays are better than dusts because they are more likely to give good coverage. They should be applied when foliage is dry and particular attention should be paid to covering the underside of the leaves.
3. Spraying should be started soon after Lilies emerge, and continued at about ten-day intervals until just before flowering. After flowering, dead flowers and seed pods should be removed and the Lilies should be sprayed thoroughly afterward.
4. In the fall, after stems have either browned through natural maturing, or from freezing, all stems and foliage should be removed and burned.

LILY VALLEY
 3526 Heather Crest Madison 5, Wisconsin
 Display Gardens - Black Earth, Wisconsin

Quantity	Name	Cost Each	Price	
			Dols	Cts
	Aurelian Hybrids			
	Corona Pastels	\$2.00		
	Corona Copper	2.50		
	Corona Golden	2.50		
	Corona White	2.50		
	Flaring Copper	5.00		
	Flaring Sunshine	5.00		
	Trumpet Apricot	5.00		
	Trumpet Golden	3.00		
	Trumpet Green Gold	5.00		
	Trumpet Pink	5.00		
	Bright Cloud	4.00		
	Eventide	4.00		
	Mei Ling	2.00		
	Mrs. R. O. Backhouse	3.00		
	Brandywine	3.00		
	Cherokee	2.00		
	Corsair	2.00		
	Cyrus Gates	2.00		
	Dalhansonii	4.00		
	Dominion Hybrids	3.00		
	Edmund L. Kagy	6.00		
	Frances Larrabee	2.50		
	Golden Harvest Hybrids	2.00		
	Golden Harvest "Golden Nugget"	6.00		
	Goldflake	3.00		
	Grenadier Hybrids	8.00		
	Guinea Gold	4.00		
	King William	4.00		
	Marham	3.00		
	Mega	3.00		
	Mountaineer	2.00		
	Navajo	3.00		
	Painted Lady Hybrids	4.00		
	Paulina Kline	5.00		
	Peter Puget	2.00		
	Red Fortune	4.00		
	Samarkand	4.00		
	Sceptre	4.00		
	Siam	4.00		
	Sovereign	3.00		
	Sulphur Hybrids	2.00		
	Sun Bronze	2.00		
	Sutton Court	4.00		
	T. A. Havemeyer	5.00		
	Testaceum	2.00		
	Valiant	2.00		

